

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui perbedaan tingkat profitabilitas dan harga saham sebelum dan sesudah *Corporate Social Responsibility* pada perusahaan rokok yang terdaftar di Bursa Efek Indonesia, apakah terdapat perbedaan yang signifikan. Penilaian pada penelitian ini menggunakan rasio keuangan dengan perhitungan *profit margin*, *return on assets* dan harga saham yang berupa *close price*.

Populasi dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling* pada perusahaan rokok yang terdaftar di Bursa Efek Indonesia (BEI) dalam periode 2010-2012 yaitu periode sebelum dilaksanakannya *Corporate Social Responsibility* dan periode 2014-2016 yaitu periode sesudah dilaksanakannya *Corporate Social Responsibility* dan berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 4 perusahaan rokok. Metode analisis yang digunakan adalah analisis uji *Paired Samples t-test* dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa profitabilitas yang diukur dengan *Return On Assets* terdapat perbedaan yang signifikan sebelum dan sesudah pelaksanaan *Corporate Social Responsibility*, Sedangkan *Profit Margin* dan harga saham terdapat perbedaan yang tidak signifikan sebelum dan sesudah pelaksanaan *Corporate Social Responsibility*.

**Kata kunci:** *Corporate Social Responsibility, profit margin, return on assets, close price*

## ABSTRACT

This research aims to determine the difference in the level of profitability and stock prices before and after Corporate Social Responsibility on tobacco companies which listed on the Indonesia Stock Exchange, whether there is a significant difference. Assessment in this research using financial ratios with the calculation of profit margin, return on assets and stock price in the form of close price.

The population in this research is obtained by using purposive sampling method at tobacco companies which listed in Indonesia Stock Exchange (BEI) in period 2010-2012 ie period before implementation of Corporate Social Responsibility and period 2014-2016 that is period after implementation of Corporate Social Responsibility and based on criteria has been determined then obtained a sample of 4 tobacco companies. The analysis method used is Paired Samples t-test test with SPSS (Statistical Product and Service Solutions) application tool.

The results show that profitability measured by Return on Assets there are significant differences before and after the implementation of Corporate Social Responsibility, while Profit Margin and stock prices there are not significant differences before and after the implementation of Corporate Social Responsibility.

**Keywords:** *corporate social responsibility, profit margin, return on assets, close price*